

(12) UK Patent Application (19) GB (11) 2 147 566 A

(43) Application published 15 May 1985

(21) Application No 8326930

(22) Date of filing 7 Oct 1983

(71) Applicant
Noxell Corporation (UK) Limited (United Kingdom),
North House, 9 St Edwards Way, Romford, Essex
RM1 1UK

(72) Inventors
Paul N Rutherford
Ivan Robert Owen Holgate
Elizabeth Helen Nuttall

(74) Agent and/or Address for Service
Reddie & Grose,
16 Theobalds Road, London WC1X 8PL

(51) INT CL⁴
B65D 25/00

(52) Domestic classification
B8P Q

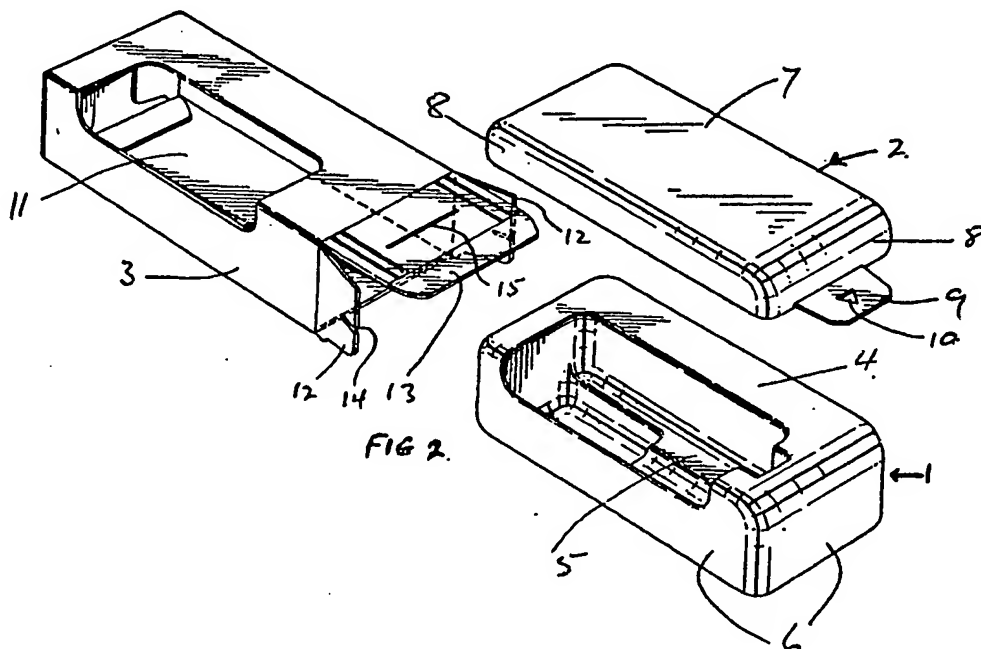
(56) Documents cited
EP 0048509 US 4383607 US 3487915

(58) Field of search
B8P

(54) Display packages

(57) A package for display for self-service by suspending a plurality of the packages from suspension means comprises a tray (1) of plastics material having a base (4) and side walls (6) and an article receiving recess (5) extending inward from the base (4). A transparent cover (2) fits closely over the tray (1) to close the article receiving recess (5). The cover has a base (7) and side walls (8) and a suspension tab (9) extending parallel to the base on the free edge of one wall (8) of the cover (2). The tab has a hanging hole (10) located such that it lies substantially vertically above the centre of gravity of the filled package. Preferably the tray (1) and cover (2) are vacuum formed from plastics material.

The package may also comprise an outer pack (3) dimensioned to receive the assembled tray (1) and lid (2) and having a slit (15) in one side (13) to allow passage of the suspension tab (9) and a cut-away portion (11) to allow display of the article within the package through the transparent cover (2).



GB 2 147 566 A

2147566

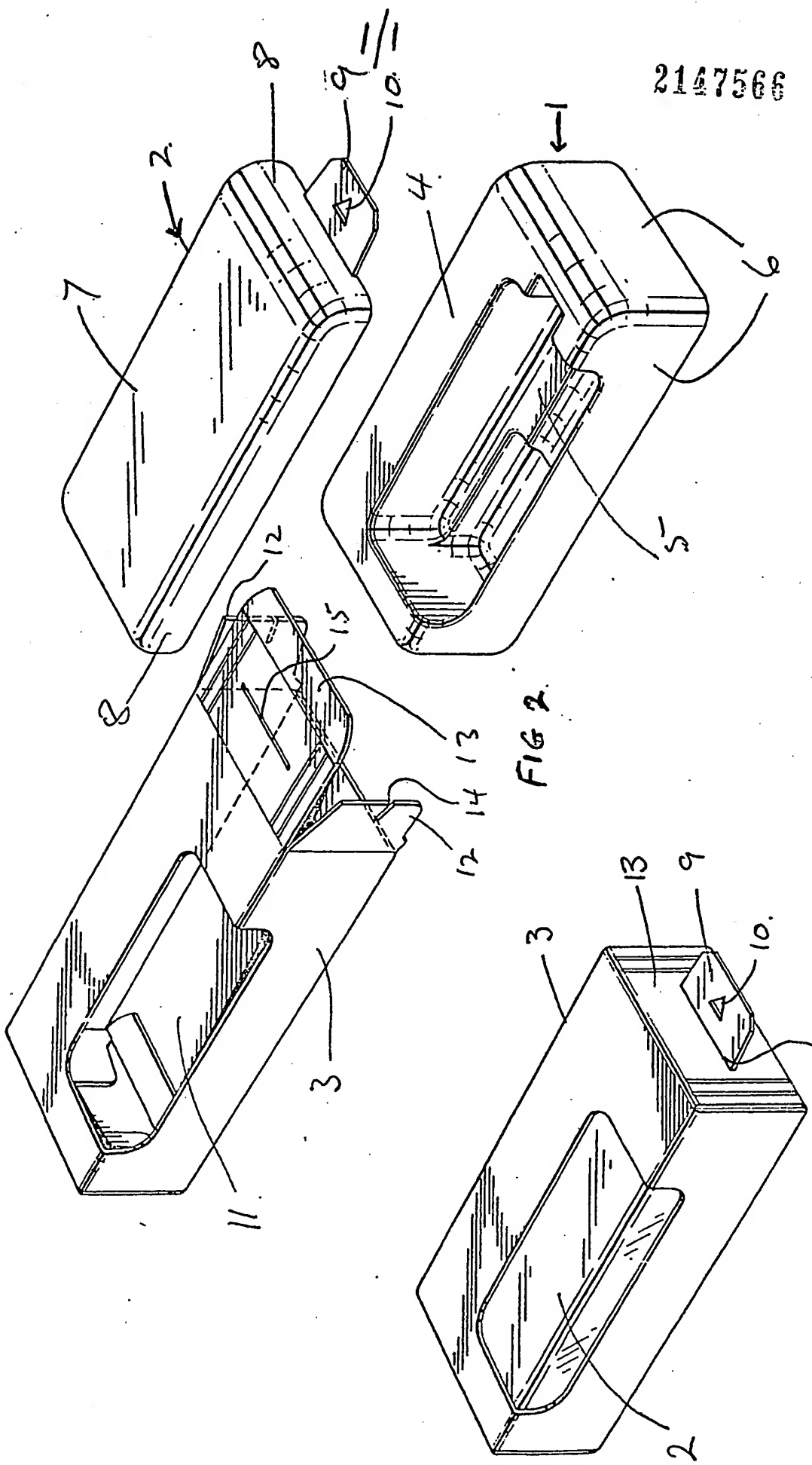


FIG 1.

FIG 2.

SPECIFICATION

Packaging

- 5 This invention relates to packaging and particularly to packaging for small articles intended for display for self-service by suspension on means such as a horizontal peg or spike.

Over the past twenty years there has been a marked shift in the method of sale of products such as cosmetic products from specialised shops or departments into self-service retail outlets, especially of the supermarket type.

Because of this change of marketing technique the need has arisen for more informative packaging since the absence of trained shop assistants to give personal advice means that the only way that the consumer can obtain information about the product is from the packaging.

It has been proposed to market cosmetics and other small articles in blister packs mounted on a hanging-card. The card carries the information for the consumer and the transparent plastics material used in such packaging allows the consumer a good view of the product.

The cards are normally supplied to the packager already printed and punched with their hanging hole and thus considerable care has to be taken in the packaging operation since unless the hole lies exactly on the line containing the centre of gravity of the package the card will not hang straight when suspended on a peg or spike. A line of the products may therefore hang with each card at a slightly different angle producing an unsightly display. Blister pack cards, whilst being a very cost effective form of packaging have a "down market" image and a more attractive and appealing form of packaging is desirable for more expensive products.

This invention provides a package for small articles intended for display for self-service by suspending a plurality of the packages from suspension means, the package comprising a tray of plastics material having a base and side walls and an article receiving recess extending inwardly from the base and a transparent cover fitting closely over the tray to close the article receiving recess, the cover having a base and side walls and a suspension tab extending parallel to the base formed on the free edge of one wall of the cover, the tab having a hanging hole located such that it lies substantially vertically above the centre of gravity of the filled package.

Preferably the tray and the cover are both vacuum formed in plastics material, for example PVC or polystyrene or the like.

The lid and tray may be held together by adhesive or adhesive tape but preferably the package includes an outer pack of, for example, card or rigid plastics, the outer pack being dimensioned to receive the assembled

tray and lid and having a slit in one side to allow passage of the suspension tab and a cut-away portion to allow display of the article within the package through the transparent cover. Preferably the outer pack has a tuck-in flap at one end, which flap has a slit for passage of the suspension tab.

The invention will now be described in greater detail by way of example with reference to the drawings in which:-

Figure 1 is a perspective view of one form of package according to the invention; and Figure 2 is an exploded perspective view showing the component parts of the package of Fig. 1.

As shown in the drawings, the package comprises a vacuum formed plastics tray 1, a vacuum formed lid 2 of transparent plastics material and a card outer pack or box 3. The substantially rectangular tray 1 has a base 4 with an article receiving recess 5 and side walls 6. The lid 2 has a base 7 and side walls 8. One of the short side walls 8 has on its free edge a suspension tab 9 extending substantially parallel to the base 7. The tab 9 has a suspension hole 10 positioned to lie vertically above the centre of gravity of the filled package. In the present case where the article receiving recess 5 is off-set to the righthand side of the package the hole 10 is similarly displaced to the right.

Since the package is specifically designed for a given product and the article receiving recess 5 will always be in the same position on the tray 1 the position of the hole 10 will be the same for each package for a given article.

The side walls 8 of the lid extended approximately half the depth of the side walls 6 of the tray so that the tab 9 lies approximately in the centre plan of the package containing the centre of gravity of the package. For different packages in which the position of the article or the depth of the article receiving recess is different the height of the wall 8 may be chosen so that the plane of the tab 9 lies close to or in the plane of the package containing the centre of gravity.

The box 3 is of generally rectangular shape closely to receive the assembled tray 1 and lid 2. The box 3 has a cut-away portion 11 conforming approximately with the recess 5 so that the article inside the package can be seen through the transparent lid 2. One end of the box is closed by side flaps 12 and a tuck-in end flap 13. The side flaps 12 are slit at 14 and the end flap 13 is slit at 15 to allow the passage of the tab 9 so that in the complete assembled package the tab 9 extends outside the box 3 and is available for suspension of the package.

Because of the geometry of the tab 9 and the position of its hole 10 the package hangs straight on its suspension means and therefore provides an appealing display compared

with other forms of packaging in which the weight of an article arranged off the centre line causes the package to hand askew.

5 CLAIMS

1. A package for display for self service by suspending a plurality of packages from suspension means comprising a tray of plastics material having a base and side walls and an article receiving recess extending inwardly from the base and a transparent cover fitting closely over the tray to close the article receiving recess, the cover having a base and side walls and a suspension tab extending parallel to the base being formed on the free edge of one wall of the cover, the tab having a hanging hole located such that it lies substantially vertically above the centre of gravity of the filled package.
2. A package according to claim 1, wherein the tray and the cover are both vacuum formed from plastics material.
3. A package according to claim 1 or claim 2, which includes an outer pack dimensioned to receive the assembled tray and lid and having a slit in one side to allow passage of the suspension tab and a cut away portion to allow display of the article within the package through the transparent cover.
4. A package according to claim 3, wherein the outer pack comprises a folded box of card or rigid plastics material having a tuck-in flap at one end, which flap has a slit for passage of the suspension tab.
5. A package according to claim 1, substantially as described herein with reference to the drawings.